

Mint Celebrates 7th Anniversary and the Big Leap in Readership Numbers with a New Campaign

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HT Media Group's business daily, Mint, celebrates its 7th Anniversary this month with the launch of a new campaign, which captures the essence of the Mint story. Since inception, at the core of Mint, lies 'innovation'. From the Berliner size format to the design of the paper; from the content and presentation style to the name 'Mint' – everything was new, energized and refreshing!

Since its launch, Mint has consistently delivered on its promise of bringing 'clarity in business news' and Mint continues to demystify complex business issues and provide unmatched clarity and depth in its coverage, making it the preferred choice of its discerning readers. Available in Delhi, Mumbai, Bangalore, Chennai, Kolkata, Ahmedabad, Hyderabad, Chandigarh & Pune, Mint gives clear, concise, relevant and insightful analysis of key business developments in India and across the world.

Mint's clear and differentiated content and ability to efficiently serve advertisers across multiple formats such as print, web, mobile and on ground has provided a great platform to connect businesses across several categories with their consumers. With the iPhone, iPad and android apps, and most recently with the launch of MintAsia in April 2013, Mint has truly extended its reach across the globe.

Exactly 7 years ago business news was served to readers in a refreshing new format. Now with a readership of 3.1 Lakhs (IRS 2013), out of which 81% of the readers do not read any other business daily, Mint's promise of 'Refreshing Clarity in Business', is further validated.

Rajan Bhalla, CMO, HT Media Ltd., while talking about the Mint story said, "Before the inception of Mint all our efforts were in the direction of putting together a differentiated business daily which was fresh, clear minded and straightforward while being extremely credible and well-rounded in its analysis of the business world. That's how the product was born, exemplifying the concept of 'innovation'. It is this line of thinking that provoked the name of the paper as well – 'Mint'. Our readership numbers, and the loyalty of our readers over these past 7 years, validates that we have been successful in providing 'Refreshing Clarity in Business', which is what we aim to continue doing."

The new campaign looks to build on this promise. As a brand, Mint continues to offer sharper insights with credible perspectives and well-rounded analysis of all the business happenings in the country.

The campaign will run in print, digital and radio.

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About HT Media Limited

HT Media Limited is one of India's foremost media companies, and home to three leading newspapers in the country in the English, Hindi and Business news segments – 'Hindustan Times' (English daily), 'Hindustan' (Hindi daily, through a subsidiary) and 'Mint' (business daily). 'Hindustan Times' was started in 1924 and has a more than a nearly-90 year history as one of India's leading newspapers. The Company also has four FM radio stations - "Fever 104 FM" in Delhi, Mumbai, Bengaluru and Kolkata. The Company has also made a foray into the Internet space through its subsidiary Firefly e-Ventures Limited and has launched successful portals www.Shine.com, www.HTCampus.com, www.Desimartini.com. These are in addition to the existing news websites livemint.com, livehindustan.com and hindustantimes.com.

For more information about HT Media Limited, visit the Company's website at www.htmedia.in.